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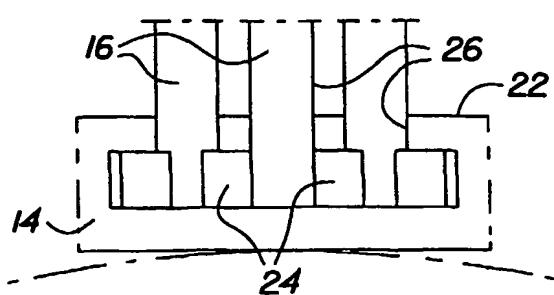
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(57) Abstract: A toothbrush (10) is disclosed with soft fingers (16) mounted on the toothbrush head (14). During use of the toothbrush the fingers move laterally relative to the axis of the toothbrush thereby improving the tooth cleaning and gum massaging performance of the toothbrush. The lateral movement of the fingers is accomplished by relatively stiff ribs (24) which physically interconnect the fingers to flexible portions of the toothbrush head. The ribs translate flexure of the head into the lateral movement of the fingers.